

ABSTRACT

5 A method and a system are disclosed for providing a component
customization and personalization function. The method comprises the steps of
providing a user station including (a) a user interface, and (b) a manufacturing
subsystem; enabling a user, via the user interface, to access a graphics
subsystem to define a desired design to be placed on a consumer product;
receiving, at the manufacturing subsystem, data descriptive of the desired
10 design; and manufacturing, by the manufacturing subsystem at the user station,
at least one component of the consumer product to have the desired design. A
further step employs an e-commerce engine to conduct a financial transaction
with the user in order to make an accounting for the manufactured component.